

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method, comprising:

defining a match between a user classification and an incentive;
receiving content information describing content selections by ~~[[from]]~~ a user;
receiving clickstream data describing commands entered ~~actions performed~~ by the user while viewing the content selections;
receiving credit card purchase records associated with the user;
merging, by a processor, the clickstream data with the content information to generate data describing an event timeline ~~[[data]]~~ that describes the clickstream data and the content information over time;
comparing the data describing the event timeline ~~data~~ to the credit card purchase records; and
classifying the user in the user classification when the data describing the event timeline ~~data~~ matches the credit card purchase records; and
transmitting the incentive to the at least one user.
2. (Currently Amended) The method of claim 1, wherein the ~~[[user's]]~~ content selections comprise a channel viewed by the user, a program shown on the channel, and an ~~[[the]]~~ amount of time the channel is watched.
3. (Previously Presented) The method of claim 1, further comprising collecting the content information.
4. (Currently Amended) The method of claim 1, wherein the ~~[[user's]]~~ content selections comprise how much of an advertisement the user views.
5. (Canceled)

6. (Previously Presented) The method of claim 1, wherein classifying the user further comprises relating the credit card purchase records to [[and]] the [[user's]] content selections when the user views advertisements for a product and purchases the product.
7. (Previously Presented) The method of claim 1, wherein classifying the user further comprises classifying the user in the user classification when the clickstream data satisfies a predefined parameter defining television viewing habits for the user classification.
8. (Previously Presented) The method of claim 1, further comprising determining whether a product associated with the incentive was purchased.
9. (Previously Presented) The method of claim 1, wherein the clickstream data comprises global computer network viewing data.
10. (Previously Presented) The method of claim 1, further comprising retrieving survey data.
11. (Previously Presented) The method of claim 1, wherein receiving the user's credit card purchase records comprises receiving a price paid for a product and a time the product was purchased.
12. (Previously Presented) The method of claim 1, wherein the incentive comprises an image embedded into television media content.
13. (Previously Presented) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Previously Presented) The method of claim 1, wherein the incentive comprises a banner.
15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:

a processor executing code stored in memory that causes the processor to:

receive a user's content selections associated with user of a set-top box;

receive clickstream data describing commands entered ~~actions performed~~ by the user while viewing the content selections;

merging content information describing the content selections with the clickstream data to generate data of an event timeline that describes the content information and the clickstream data over a period of time;

~~comparing the clickstream data to a table stored in the memory, the table defining events of interest;~~

~~when the clickstream data matches an entry in the table, then generate event timeline data that describes an event of interest and the content information over time;~~

receive credit card purchase records describing purchases by the user;

define a match between a user classification and an incentive;

compare the data of the event timeline ~~data~~ to the credit card purchase records;

and

classify the user in the user classification when the data of the event timeline ~~data~~ matches the credit card purchase records.

16. (Canceled)

17. (Canceled)

18. (Currently Amended) The system of claim 15, wherein the code further causes the processor to relate the [[user's]] credit card purchase records and the [[user's]] content selections when the user views advertisements for a product and purchases the product.

19. (Currently Amended) The system of claim 15, wherein the code further causes the processor to classify the user in the user classification when the clickstream data ~~if the~~

~~event of interest~~ satisfies a predefined parameter, the parameter defining television viewing habits for the user classification.

20. (Currently Amended) The system of claim 15, wherein the code further causes the processor to retrieve an incentive associated with the user classification ~~determine whether a product associated with the incentive was purchased.~~
21. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive global computer network viewing data.
22. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive survey data.
23. (Previously Presented) The system of claim 15, wherein the code further causes the processor to determine a price paid for a product and a time the product was purchased.
24. (Currently Amended) The system of claim 15, wherein the code further causes the processor to retrieve an ~~incentive comprises an image embedded into television media content.~~
25. (Currently Amended) The system of claim ~~[[15]]~~ 24, wherein the incentive comprises a video program.
26. (Currently Amended) The system of claim ~~[[15]]~~ 24, wherein the incentive comprises a banner.
27. (Currently Amended) The system of claim ~~[[15]]~~ 24, wherein the incentive comprises a coupon.

28. (Previously Presented) The method of claim 1, wherein the incentive comprises a video program.
29. (Currently Amended) The method of claim 1, wherein the [[user's]] content selections comprise video games.
30. (Currently Amended) The method of claim 1, wherein the [[user's]] content selections comprise audio content.
31. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a product.
32. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (Previously Presented) The method of claim 1, wherein transmitting the incentive to the user comprises transmitting the incentive by mail.
34. (Previously Presented) The method of claim 1, wherein transmitting the incentive to the user comprises transmitting the incentive by electronic message.
35. (Previously Presented) The method of claim 1, further comprising receiving records related to a shopping card in which the user is given a discount in exchange for using the shopping card.
36. (Previously Presented) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.

37. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive separate identification codes identifying each user of a common user terminal.

38. (Currently Amended) A method for marketing, comprising:

defining a match between a user classification and a redeemable electronic coupon;

receiving content information associated with a content selection associated with a user;

receiving clickstream data describing commands entered ~~actions performed~~ by the user while viewing the content selection;

~~comparing the clickstream data to a table stored in the memory, the table defining events of interest;~~

receiving the credit card purchase records describing purchases associated with the user;

~~when the clickstream data matches an entry in the table, then collecting an event of interest;~~

merging, by a processor, the clickstream data ~~event of interest~~ with the content information to generate data of an event timeline ~~data~~ that describes the clickstream data ~~event of interest~~ and the content information over time;

comparing the data of the event timeline ~~data~~ to the credit card purchase records;

classifying the user by the processor in a user classification when the data of the event timeline ~~data~~ matches the credit card purchase records; and

transmitting the redeemable electronic coupon to the user.